



WPNN/CNN Radio
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January 4, 2008

To: FCC
Re: Docket 07-172

I believe "AM on FM"; to be an idea whose time has come and ask you to go ahead and implement your proposal to permit AM operators to own FM translators and use them to fill-in or enhance local AM service to communities.

I have owned WPNN AM790 in Pensacola, Florida since 1980. We are the only "all news" station in this growing market providing local news every half hour in morning drive. Since 1991, WPNN has been a CNN Headline News affiliate for our national news.

I have always believed that one-day the FCC would take some action to help AM owners like myself better serve our communities. Maybe that time has finally come.

Thank you for your careful consideration.

Sincerely yours,

A handwritten signature in black ink that reads "Schroeder".

Don Schroeder, President
Miracle Radio, Inc. dba WPNN



WHY USE CNN HEADLINE NEWS?

1. CNN RADIO: PROFILES PENSACOLA'S DECISION MAKERS

- Adults 25-R.I. P.
- Well educated
- Professional/Managerial/Business Owners

2. CNN RADIO: UNIQUE FIT WITH THE LIFESTYLES OF DECISION MAKERS

- Time pressured society that doesn't spend much time with a medium that forces it to stop what it's doing
- Time constraints are even more pronounced at level of decision makers
- Yet thirst for news/information grows

3. CNN RADIO: FILLS MEDIA CONSUMPTION NEEDS OF DECISION MAKERS

- Decision makers thrive on news, because the environment ultimately shapes their companies
- While management types obtain appropriate detail/analysis from magazines and newspapers, if it's in print, it's old news"
- For up-to-the-minute news, decision makers turn to electronic news providers such as CNN RADIO

CNN RADIO NEWS LISTENERS ARE...

RECEPTIVE

People turn to CNN RADIO when they are actively seeking information. This coupled with the credibility of the format provides an excellent forum for the presentation of your products.

PROSPEROUS

The median income of CNN viewers is 21% higher than the U.S. average. These viewers are busy people who claim to watch virtually no other television than CNN... This translates into a listener who is on the go and likely to get a lot of his/her information in-transit, on the radio.

EDUCATED

CNN viewers are 18% above the normal population and more likely to have attended college. They generally are professionals, indexing 18% above the general population and they own their own homes – 8% above the norm.

COMPRISED OF

52% Men
48% Women

67% Adults 18-49
56% Adults 25-54
33% Adults 50+